

**Visit Huntington Beach**  
**Board of Directors Meeting**  
*Tuesday, September 29, 2020*  
3:00 p.m to 4:15 p.m.  
Via Zoom

*Public Notice Information: In accordance with the Ralph M. Brown Act, VHB agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street at least 72 hours prior to each meeting. The agendas are also posted on the VHB website at [surfcityusa.com](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or [kelly@surfcityusa.com](mailto:kelly@surfcityusa.com).*

VHB Mission: To position Surf City USA® as the preferred California beach destination in order to maximize **overnight** visitor spending, **destination development** and **quality of life** for all residents.

**MINUTES**

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson at 3:01 pm.
2. Vocal Roll Call. Board Members Present:  
  
Simpson (Kimpton Shorebreak Hotel), Barnes (Duke’s Huntington Beach), Fischer (Waterfront Beach Resort, A Hilton Hotel), Killey (Republic Services), Leinacker (Paséa Hotel and Spa), Mantini (Retired-The Boeing Company), Patel (Quality Inn & Suites Huntington Beach ), Rice (Hyatt Regency Resort & Spa), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama’s Restaurant on 39), Unvert (John Wayne Airport), Williams (DJM Capital)  
  
VHB Staff Members Present: Kelly Miller, John Ehlenfeldt, Omark Holmes, Nicole Llido, Jennifer Tong, Brittany Tesmer, Sophia Valdivia, Heather Saez  
  
Additional Attendees: Lyn Semeta (City of Huntington Beach)
3. Announcement of Late Communications (Justin Simpson) **None**
4. Public Comments — Chairperson (limited to 3 minutes/person): **None**  
*The VHB welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Board.*
5. Consent Agenda (Nicole Thompson, Treasurer, and Kelly Miller): Action Item
  - a. Approval of previous Meeting Minutes
    - Board Meeting – July 21, 2020
    - Executive Committee Meeting – September 24, 2020
  - b. Latest TOT/TBID
  - c. Latest CBRE (PKF)/ STR Reports
  - Motion made to accept the Consent Agenda by Mantini. Seconded by Townend. Yes votes: Simpson, Barnes, Fischer, Killey, Leinacker, Mantini, Patel, Rice, Solanki, Thompson, Townend, Truxaw, Unvert, Williams. No votes: none. Abstain: none. Motion passed.
6. Chairman’s Report (Justin Simpson)
  - a. Simpson mentions that the Visit Huntington Beach social media over the last 3-4 months has been exceptional and congratulated the team for a great job promoting restaurants, retail, etc.

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- b. Special update from Unvert regarding John Wayne Airport: Business travel is expected to remain flat. Leisure travelers are not booking in advance, instead they book 7-8 days out. SNA is going through an allocation process with airline partners, since some airlines have given up spaces. Spirit Airlines will be added in November 2020 with flights to Las Vegas and Oakland. Allegiant Air will be added in February 2021, Sun Country in April 2021, and Air Canada in May 2020. New destinations include mostly local routes.

7. President & CEO Updates (Miller)

- a. Introduce VHB's newest team member, Omark Holmes, CMO
  - Omark comes from SMTT, where he led domestica and international marketing. He was also employed by Metro and in charge of special projects. He brings both private and public sector experience. Holmes mentions this is a pivotable time in travel and tourism, which gives us the opportunity to reset, reexamine and be even more creative.
- b. CalTravel Updates: Group meetings, convention center coalition, Visit CA marketing campaign
  - We continue to work with state health officials to get guidelines and protocols for meetings and convention centers. There is an upwards of 100 billion dollars in lost business from not being able to book group events in the state of California. DMOs are working with their County Health Department to push them to work with the State's Health Department.
- c. Visit California Update (Jennifer Tong): The Calling all Californians campaign is in process, which is an effort to jumpstart the economy and drive responsible travel in the state. This campaign is in running on TripAdvisor, Expedia and Adara through November 2020, with an option to push it out through winter.
- d. Visit Huntington Beach is in the process of meeting with every city council candidate to give them a briefing on how tourism benefits the community and what VHB does.

8. Brief Staff Updates

- a. John Ehlenfeldt: The meetings with city council candidates has been successful. John Todora has been targeting the local market for potential short-term groups using the booking incentive. Huntington Beach has a chance at getting some beach volleyball tournaments from AIA and NCAA. Hotel partners recently participated in a call regarding LA 2028. Hotels have until June 2021 for TBID repayment and VHB has started receiving some of the monies already. The VHB team continues to reduce expenses whenever possible. VHB was able to secure a payroll tax refund.
- b. Jennifer Tong: The OC Register announced their "Best of OC" awards and HB received awards in a few categories including Best Beach, Best Downtown and Best City to Live. The Mayors in Orange County teamed up to create a "Mask Up to Open Up" video. VHB continues to stand behind the Masks Up Surf City campaign.
- c. Sophia Valdivia: International marketing is still paused. There will be a virtual IPW with 3000 attendees. VHB will have 10 appointments with buyers. VHB partnered with Bandwango, a web-based app, in order to digitize partners. The OneHB Clean & Safe Passport launches on October 15, 2020.
- d. Nicole Llido: Heather has taken on Visitor & Partner Services tasks including the Bandwango launch and Threshold 360 tours. Invites for Threshold went out to partners and we will be

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making phone calls to partners in the coming weeks. We receive about 50 Visitor Guide requests per week, mostly local but some from Canada. Events are being updated on the event calendar.

- e. Brittany Tesmer: VHB has campaigns on Pinterest and Facebook which have reached over 500,000 impression and 3,000 clicks. We are publishing a weekly blog and sending out a leisure e-newsletter twice a month to our 30,000 subscribers. SEO efforts continue, and we have a monthly call with our agency.

9. City of Huntington Beach Update (Lyn Semeta)

- a. There could be a 2<sup>nd</sup> collaborative video with Orange County Mayors once the county opens. Regarding short term rentals, the plan is to have staff come up with an ordinance to allow home stay and proceed incrementally. A playground was approved for Central Park. Public art for Central Park was also approved and will be done in conjunction with the fountain restoration at the Central Library. AES is proposing a mural along the buildings. Communications committee met on September 28, 2020 and approved a show titled “Surf Scene”, with Peter Townend as the star. The City started a live streaming on Roku (instead of channel 3) and will soon be on YouTube.

10. Huntington Beach Chamber of Commerce Update (none)

11. Open Discussion/Announcements

- a. (Truxaw): They are back to pre-covid numbers at Mama’s, but seating is a challenge. They took over the lease of the old Out of Bounds and will be converting it to a Mexican cantina and hope to open in the spring. There are a flood of liquor licenses on the market and the cost is very low.
- b. (Lyn Semeta) \$4.7 million of Cares Act funding was received and there is still \$900,000 not distributed. The Economic Recovery Task Force will be looking at ways to spend it by the end of the year.

12. Adjournment at 3:42pm.

Key Dates to Remember:

- Oct 28, Wednesday, 10:30-11:45 AM, Exec Comm.
- No full Board meeting in October
- November 2020: No Exec or full Board meetings due to Thanksgiving and budget prep and presentation early in December. Depending on what is happening with COVID, we can always schedule a meeting if we need to before Thanksgiving.
- Dec 10, Thursday, 12 noon -2 PM, Exec Comm, Jan-Jun 2021 budget presentation
- Dec 15, Tuesdays, 3:00 PM – 4:30, Full Board and budget presentation with holiday celebration afterwards at VHB offices (light snacks and beverages).

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**ANTITRUST COMPLIANCE POLICY**

*It is the policy of Visit Huntington Beach (VHB) to comply fully with the antitrust laws of the United States and the State of California. In order to assure full compliance, the following policies and procedures are to be followed by all employees and stakeholders of VHB and by representatives of any stakeholders of VHB.*

*At any meeting of the directors of VHB or any committees of VHB, or at any meeting where any employee of VHB is present or where VHB is in any way involved, there shall be no discussion of the following:*

- A. Prices or rates for hotel or motel rooms, food and beverage, transportation, sightseeing, or other services or facilities of stakeholders, including but not limited to prices or rates to be charged to convention groups, tour groups or tour operators, including off-season prices or discounts;*
- B. Changes or proposed changes in the prices or rates of hotel or motel rooms, food and beverage, transportation, sightseeing, or other services offered to customers of the hotel and motel industry;*
- C. Formulas, procedures, or means for the establishment and determination of prices, rates, discounts, terms, and conditions or rental;*
- D. Plans of individual stakeholders covering increases or reductions in distribution or marketing of particular products or services.*
- E. Restrictions on legal advertising or promotional activities.*
- F. Matters relating to actual or potential suppliers or customers that might have the effect of excluding them from any market or of influencing others not to deal with them.*

**MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT**

*In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in EDC meetings. If you require special assistance, 48-hour prior notification will enable VHB to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please*

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*contact Steffany Sensenbach at (714) 969-3492.*